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10-29-04

Attorney Docket No. 291508005US1US

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Date: October 28, 2004

By:

Sandy Reisman

PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

IN RE APPLICATION OF: STEVE BECK ET AL.

APPLICATION NO.: 09/721,441

FILED: NOVEMBER 22, 2000

FOR: **DYNAMICALLY TARGETING ONLINE  
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EXAMINER: JEFFREY D. CARLSON

ART UNIT: 3622

CONF. NO: 2327

Mail Stop Amendment  
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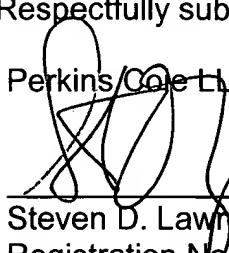
Sir:

The present communication responds to the Interview Summary mailed October 14, 2004, regarding a telephone interview conducted in the above-identified application on September 23, 2004. Applicants hereby confirm the account in that Interview Summary of the substance of the telephone interview.

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If the Examiner has any questions or believes a telephone conference would expedite prosecution of this application, the Examiner is encouraged to call the undersigned at (206) 359-6373.

Respectfully submitted,

  
Perkins Coie LLP

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Date: October 28, 2004

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